

This email was sent to all employees globally. It is for internal use only.



# Strong-Tie CONNECT

*Your quarterly digest of company news and key wins across the entire organization.*

**Jump to...**

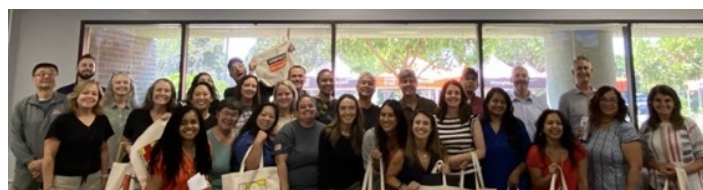
**GLOBAL | ASIA | EUROPE | PACIFIC RIM | LATIN AMERICA | NORTH AMERICA**

Simpson Team — Welcome to the Q3 2024 edition of Strong-Tie Connect. We've accomplished a lot of exciting things across the globe this quarter, from opening a new office in Viet Nam to acquiring three new companies as well as key customers in Latin America and Europe's Nordic region to celebrating 30 years as a publicly traded company — we have much to be proud of.

Here are our global team updates:

## GLOBAL

### Do What You Can Day





On August 7, we proudly celebrated our ninth annual Do What You Can Day, demonstrating our commitment to Company Value No. 8 — Give Back. **More than 1,000 employees participated** in activities benefiting local communities.

Our signature event involved assembling nearly **950 mentor kits** for the [ACE Mentor Program](#), an organization dedicated to helping high school students pursue careers in the building industry. With seven of our largest North American facilities contributing more than 845 volunteer hours, **the value of our efforts exceeded \$28,300.**

In addition, other branches supported local communities by raising funds for a Maui food bank, collecting and sorting food, and more. As always, we're proud to celebrate Do What You Can Day in honor of our founder Barc Simpson, whose principle of giving back reminds us that, "We're all connected in some way and are all part of a greater community... Help out your neighbor, make time for others, do what you can." Thanks to everyone who participated!







## ASIA

### Viet Nam Third Office Grand Opening Ceremony



We're excited to announce the grand opening of our third office in Viet Nam. After 10 months and 1,023 hours of hard work by 60+ team members, we've created a workspace that reflects our signature Simpson style with a friendly and productive environment.

With nearly 3,000 meters (32,291 sq. ft.) of state-of-the-art amenities, the space is designed to boost productivity, collaboration, and employee well-being. Some of the new features include an Experience Center for product demonstrations, a 5-star training center with flexible design, and a cafeteria with a unique view of the airport.



The grand opening celebration was attended by more than 600 team members. As the Viet Nam team continues to expand in pursuit of our 2030 goals and beyond, the new office demonstrates our commitment to growth and innovation. Thanks to the collective efforts of everyone who worked hard to create this new space and host a successful grand opening!



## EUROPE

### Executive Leadership Team Visits Poland



In June, the Executive Leadership Team from the US visited Poland for the Q2 meeting with the European Senior Leadership Team in Gdańsk. The meeting focused on our 2030 Growth Plan, ensuring



we continue to grow effectively across regions while maintaining the unique Simpson experience and staying true to our values.

During the visit, the Executive Leadership Team and I participated in the Town Hall held outside the Ornetá plant and introduced ourselves to the Polish team. We also took the opportunity to tour the plant, meet employees and answer their questions. A special thanks to the Polish team for organizing the visits and helping us all create beautiful memories!



## Europe Implements Global New Product Development (NPD) Process

Search across sites

### New Product and Project Idea

*"Great companies are built on creative ideas from talented people – you have to take risks."*

Click on a flag below to share your ideas for solutions you believe can help people design and build safer, stronger structures.

Choose Language:

English

French

German

Italian

Polish

In line with Company Value No. 7 – Risk-Taking Innovation, Europe launched a new platform this past summer to help bring product ideas to life. Over the course of just six months, the European product management and technical teams adopted the global New Product Development (NPD) platform, which has already been used successfully in North America.

The process begins with employees submitting ideas via an easy-to-use [web form on mystrongtie EU](#), which is available in five European languages. If the idea aligns with the 2030 Growth Plan and our mission to build safer, stronger structures, it moves forward in the NPD process. The platform ensures Europe aligns with our global procedures and offers deeper insights into engineering projects.

Special thanks to Daniele Pace, Jeremy Jaramilla, Nicolas Honoré, Paul Clayton, Rafael Palmieri, Tala Mumford, and Zoë Hurtado for their swift implantation of the new process!





## Big Customer Win in Denmark and Norway



In June, our Danish and Norwegian sales teams won Stark, the largest retail chain in the Nordic region, as a key customer. With more than 200 shops in the region and nearly 1,200 locations across Europe, this partnership is **expected to generate an additional 2 million EUR in sales within the first year**. Additionally, we hope to win the Swedish part of Stark's business, which is up for negotiation.

Our success was driven by the sales teams' Relentless Customer Focus, the most comprehensive product range in the market, and strong delivery performance. Stark also valued our long-term commitment to local manufacturing, highlighted by investments like the Denmark Smart Factory.

Congratulations to the Danish and Norwegian teams on this significant achievement!

## PACIFIC RIM

### Commitment to Leadership Training Grows

Our new Sydney office will host Laken Greenwood from the Learning and Development team for a series of leadership training courses in September. The region's goal is to provide formal leadership training to at least 75% of employees, which will help strengthen our leadership culture and promote career growth. Now that we have a dedicated training room in the new facility, we can present the course in-house for the first time.

In addition, the team will participate in a volunteer day with a local food charity and help assemble

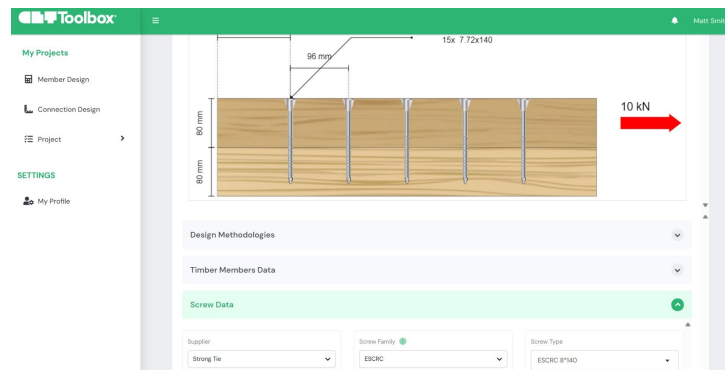


In addition, the team will participate in a volunteer day with a local food charity and help assemble Christmas hampers (gift baskets) for disadvantaged families across the region.



## CLT Software Partnership

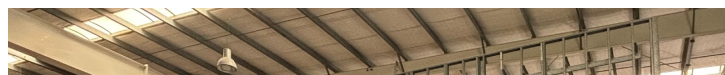
Local engineers in Australia (Matt Smith) and New Zealand (Daniel Scheibmair) have been collaborating with the developers of [CLT Toolbox](#), a new mass timber design software. This tool significantly enhances engineering options by allowing the design of both timber elements and connections in one platform. Early adoption has been promising, with engineers now able to design using Simpson fasteners.



Although the software is currently only available in New Zealand and Australia, a beta version is available in Europe, and plans are in place for US and Canadian versions.

## LATIN AMERICA

### New Strategic Customer in Latin America





In May, our Chilean team secured a strategic partnership with Barbieri from Argentina, alongside a substantial first order. Barbieri is the leading cold-formed steel solutions manufacturing, sales, and distribution company in South America. With operations in Argentina, Brazil, Uruguay, and Paraguay, they serve more than 600 customers and 400 distributors from 200 locations. They also own ConsulSteel, one of the most influential engineering firms in the light-frame construction industry.

With this partnership, we'll continue promoting our CFS connectors and Quik Drive® solutions in the region, with **projected first-year sales exceeding \$600,000 USD**. This success captures the dedication of our sales and engineering teams and our unique value proposition for our customers. We're excited to continue developing the market and expanding our business in Latin America.

## NORTH AMERICA

### New Acquisitions

We're thrilled to share that we've acquired two new companies that will enhance our offerings and strengthen our position in the component manufacturer market.

### Calculated Structured Designs

Calculated Structured Designs Inc. (CSD) is a software development company specializing in solutions for the engineered wood, engineering, design, and building industries in North America, Australia, and the UK.

Founded in 2009 and based in Calgary, Alberta, CSD is committed to creating state-of-the-art software solutions for architects, designers, engineers, and builders. CSD sells and distributes its iStruct® software across multiple regions and provides top-tier customer service, including immediate access to live support.







This acquisition will allow us to better serve our customers using engineered wood products, steel, and dimensional lumber.

## **Monet DeSauw**

Monet DeSauw, Inc. is a leading manufacturer of large saws used to fabricate trusses in the US and Canada.

Founded in 1992 and headquartered in Fulton, Missouri, Monet has built a reputation for producing high-quality saws, from simple push-button operated models to top-of-the-line servo-driven, automated saws. They're committed to providing customers with the latest technology and best-quality products available while ensuring on-time delivery, fast and reliable support, and dependable maintenance.

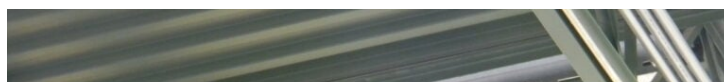


This acquisition allows us to expand our truss business further by offering quality saws and proprietary software directly to our existing component manufacturing customers.

## **QuickFrames USA**

QuickFrames is the leader in engineered structural roof frames within the US, Canada and Mexico.

Founded in 2015, QuickFrames manufactures pre-engineered structural support systems for commercial construction, with their Bolt-in and Drop-in roof frames reinforcing roofs in locations where openings have been created to make room for HVAC and other large equipment needs. Their rail-system frames easily adjust to fill those gaps, adding support to the open areas.

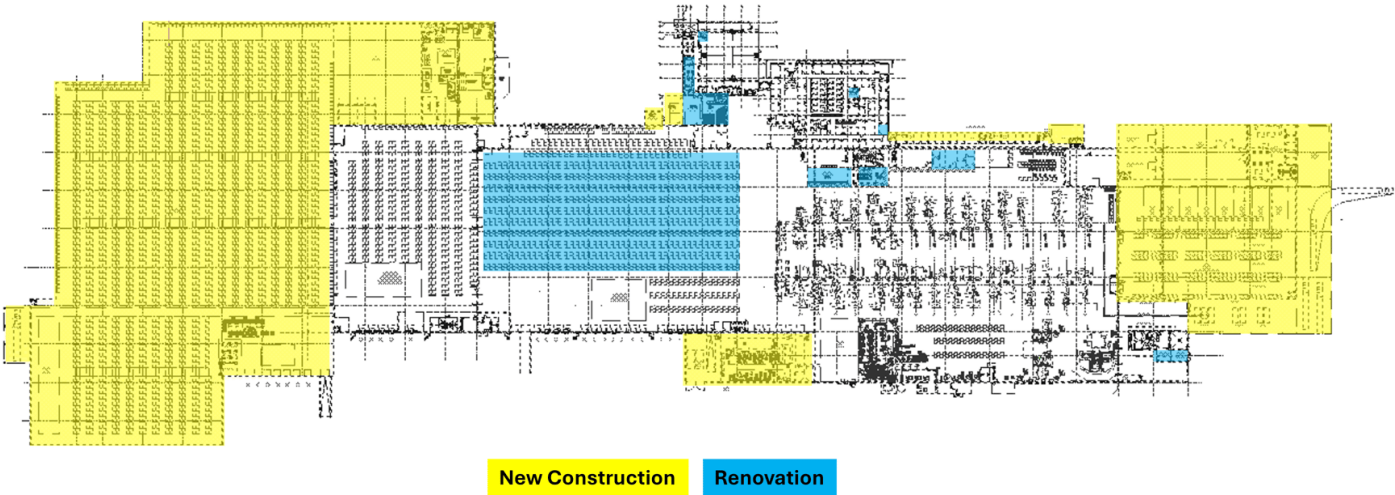




This acquisition aligns with our bolted-solution offerings — like our Yield-Link® moment connection — which provide top-quality steel products to commercial contractors.



## McKinney Expansion Plan



Starting in Q1 2025, our McKinney branch will undergo a much-needed expansion. The branch has been experiencing significant growth, leading to increased demands on production, efficiency, and storage capabilities. This **356,000 sq. ft. expansion** is essential to accommodating these demands, enabling us to add new presses, enhance in-house lab-testing capabilities, eliminate inter-warehouse travel, and more. It is expected to take 18 months of build-time to complete.

Ultimately, this expansion will position us for sustained growth and enable us to better support key company initiatives.



## Ringling the NYSE Closing Bell